



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 198078 /		<u>Alt Order #</u> 06841328
<u>Product</u> NEW DIRECTION PROJEC		
<u>Contract Dates</u> 08/13/12 - 08/14/12		<u>Estimate #</u>
<u>Advertiser</u> POL/New Direction Project		<u>Original Date / Revision</u> 08/13/12 / 08/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> NDRT	<u>Product Code</u>
<u>Agency Ref</u> IN2865/SP5324/AL107		<u>Advertiser Ref</u>

And:

Luc Inc
25 Whitlock Place
Suite 200
Marietta, GA 30064
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTNH	08/14/12	08/14/12	News 8 @ 5a-6a	5a-6a		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$450.00			
N 2	WTNH	08/14/12	08/14/12	News 8 @ 5a-6a	5a-6a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$600.00			
N 3	WTNH	08/14/12	08/14/12	News 8 @ 6a	6a-7a		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				2	\$750.00			
N 4	WTNH	08/14/12	08/14/12	GMA	7a-9a		:30			NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				3	\$800.00			
N 5	WTNH	08/14/12	08/14/12	M-F 9a-10a	9a-10a		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				2	\$600.00			
N 6	WTNH	08/14/12	08/14/12	M-F 10a-11a	10a-11a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				2	\$550.00			
N 7	WTNH	08/14/12	08/14/12	The View	11a-12p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$750.00			
N 8	WTNH	08/13/12	08/13/12	Late News 8	11p-1135p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	M-----				1	\$1,100.00			
Totals											13	\$9,100.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	13	\$9,100.00	\$7,735.00
Totals	13	\$9,100.00	\$7,735.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order# 6841328 Ver# 3 Status Revised Traffic Order# 198078 Printed: 08/13/2012 1:43 PM 1 of 2
EC'd Yes Last Received: 08/13/2012 1:27 PM
Showing Buylines: All Rep Revised Lines

Station WTNH-TV NEW HAVEN, CT. Agency () LUC, INC. Rep Firm
Advertiser () NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office () PHILADELPHIA
Product NEW DIRECTION PROJEC MARIETTA, GA 30064 Salesperson () KATE BRADY
Estimate# Agency C/P1/P2/E Salesperson Phone# 215-567-6005
Buyer DEVON PRESCOD Flight Dates 08/13/2012 - 08/14/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

--- CONTRACT COMMENT ---
NEW DIRECTION PROJECT SC=*

--- REMARKS ---
THIS IS A REVISED ORDER
LN 8 ADDED TO SKED
TOTAL IS \$9100
PLS CONFIRM
THANKS KELLY

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*8	08/13-08/13	M	11P-1135P	1	:30	\$1,100.00		1		1	\$1,100.00	
Buyline Comment: NEWS ADD TO SKED												
Sales Remark: V3 ADD TO SKED V3 Added												

---REPORT TOTALS---
Report Totals: 1 / \$1,100.00

---SALES MONTHLY TOTALS---
Aug 12: 13 / \$9,100.00
Sales Totals: 13 / \$9,100.00
Station Totals: 13 / \$9,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$18,284	CABL 0%	WCCT 0%	WCTX 0%	WFSB 19%	WHCT 0%
		WRDM 0%	WTIC 16%	WTNH 49%	WUVN 0%	WVIT 13%
		XXX 0%				

Rep Order# 6841328 Ver# 1 Status New Traffic Order# 198078 Printed: 08/13/2012 12:49 PM 1 of 2
 EC'd Yes Last Received: 08/13/2012 12:47 PM Showing Buylines: All Lines
 Station WTNH-TV NEW HAVEN, CT. Agency () LUC, INC. Rep Firm () PHILADELPHIA
 Advertiser () NEW DIRECTION PROJE 25 WHITLOCK PLACE, 2ND FL Sales Office () KATE BRADY
 Product NEW DIRECTION PROJE MARIETTA, GA 30064 Salesperson ()
 Estimate# Agency C/P1/P2/E Flight Dates 08/13/2012 - 08/14/2012 Salesperson Phone# 215-567-6005
 Buyer DEVON PRESCOD Hiatus Weeks Salesperson FAX# 215-567-5938
 Phone#
 Fax#

--- CONTRACT COMMENT ---
 NEW DIRECTION PROJECT SC=*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	08/14-08/14	TU	5A-530A	1	:30	\$450.00	PA	1		1	\$450.00	
	Buyline Comment: NEWS											
2	08/14-08/14	TU	530A-6A	1	:30	\$600.00		1		1	\$600.00	
	Buyline Comment: NEWS											
3	08/14-08/14	TU	6A-7A	2	:30	\$750.00		2		1	\$1,500.00	
	Buyline Comment: NEWS **MAX SEP**											
4	08/14-08/14	TU	7A-9A	3	:30	\$800.00		3		1	\$2,400.00	
	Buyline Comment: GMA **MAX SEP**											
5	08/14-08/14	TU	9A-10A	2	:30	\$600.00		2		1	\$1,200.00	
	Buyline Comment: DR PHIL **MAX SEP**											
6	08/14-08/14	TU	10A-11A	2	:30	\$550.00		2		1	\$1,100.00	
	Buyline Comment: RACHEL RAY **MAX SEP**											
7	08/14-08/14	TU	11A-12P	1	:30	\$750.00		1		1	\$750.00	
	Buyline Comment: THE VIEW											

---REPORT TOTALS---
 Report Totals: 12 / \$8,000.00

---SALES MONTHLY TOTALS---

Station WTNH-TV NEW HAVEN, CT.
Advertiser () NEW DIRECTION PROJE
Product NEW DIRECTION PROJE
Estimate#
Buyer DEVON PRESCOD
Phone#
Fax#

Agency () LUC, INC.
25 WHITLOCK PLACE, 2ND FL
MARIETTA, GA 30064
Agency C/P1/P2/E
Flight Dates 08/13/2012 - 08/14/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Aug 12: 12 / \$8,000.00
Sales Totals: 12 / \$8,000.00
Station Totals: 12 / \$8,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$16,074	CABL 0%	WCCT 0%	WCTX 0%	WFSB 19%	WHCT 0%
		WRDM 0%	WTIC 16%	WTNH 49%	WUVN 0%	WVIT 13%
		XXX 0%				

Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WTNH - TV New Haven, CT	Date: 08/13/2012
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I, Devon Prescod
do hereby request station time concerning the following issue:

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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

SEE ATTACHED

Date of First Broadcast: 08/13/2012

Date of Last Broadcast: 08/14/2012

Total Charges: \$**** 7735.00 NETThis broadcast time will be used by: New Direction Project

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

08/10/2012

Date



Signature

770-427-0735

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

